



WDAF-TV

ORDER

Print Date 08/15/12 Page 1 of 3

Flight Dates 08/14/12-08/19/12

Print Date 08/15/12 Pa
REVISION

Order Sep 00:15:00

Contract / Revision		Product	Estimate #	August 14-19, 2012
Original Date / Revision		August 14-19, 2012	Alt Order #	
08/13/12 08/14/12		<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
<u>Advertiser</u> McCaskill/D/MO/US Senate		<u>Billing Contact</u> Suzanne Lorimer	<u>Order Type</u>	GENERAL
		1580 Lincoln Street Suite 510 Denver, CO 80203	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u> Media Strategies & Research			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>		<u>Sales Office</u> L-KC	<u>Demographic</u>	A25-54
11350 Random Hills Rd Suite 670		<u>Sales Region</u> LOC	<u>Rev Codes</u>	SP-POL PLC
		<u>Agency Ref</u>	<u>Product Codes</u>	PL1Bb
			<u>Priority</u>	DEFAULT
			<u>Advertiser Ref</u>	

Primary Account Executive
Local WDAE House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Jeannie Blau	%		

Order Share 20% Market Value 58125

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	17437
KCWE	%	0
KMBC	30%	17437
KMCI	%	0
KPXE	%	0
KSHB	20%	11625
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	34	\$9,881.25	\$11,625.00	0.00	07/30/12	08/19/12	34	\$9,881.25	\$11,625.00
Totals	34	\$9,881.25	\$11,625.00	0.00					

Totals															
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	4	08/14/12	08/19/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--111--	:30	3	\$125.00	3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--		3	\$125.00			0.00					
N 2	4	08/14/12	08/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--111--	:30	3	\$250.00	2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--211--		4	\$250.00			0.00					
N 3	4	08/17/12	08/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----1--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----1--		1	\$450.00			0.00					
N 4	4	08/16/12	08/16/12	M-F 7-9a	CM-All	7-9a	---1---	:30	1	\$450.00	2	0.00	NM	1	\$450.00



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Contract / Revision		567919	Flight Dates 08/14/12-08/19/12				Hiatus Dates							
Original Date / Revision		08/13/12	08/14/12					Order Sep 00:15:00						
Advertiser		McCaskill/D/MO/US Senate Product August 14-19, 2012				Estimate # August 14-19, 2012								
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri			
				M-F 7-9a						Rtg	Type			
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				Totals			
N 5	4	08/18/12	08/18/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$225.00	2	0.00 NM	1	\$225.00
		Week: 08/13/12	08/19/12	Weekdays -----1-	Spots/Week 1	Rate \$225.00	Rating 0.00							
N 6	4	08/19/12	08/19/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----1	:30	1	\$150.00	2	0.00 NM	1	\$150.00
		Week: 08/13/12	08/19/12	Start Date Weekdays -----1	End Date Spots/Week 1	Weekdays 1	Rate \$150.00	Rating 0.00						
N 7	4	08/17/12	08/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-----1--	:30	1	\$150.00	2	0.00 NM	1	\$150.00
		Week: 08/13/12	08/19/12	Start Date Weekdays ----1--	End Date Spots/Week 1	Weekdays 1	Rate \$150.00	Rating 0.00						
N 8	4	08/16/12	08/16/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	---1---	:30	1	\$100.00	3	0.00 NM	1	\$100.00
		Week: 08/13/12	08/19/12	Start Date Weekdays ---1---	End Date Spots/Week 1	Weekdays 1	Rate \$100.00	Rating 0.00						
N 9	4	08/15/12	08/16/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	--11---	:30	2	\$100.00	3	0.00 NM	2	\$200.00
		Week: 08/13/12	08/19/12	Start Date Weekdays --11---	End Date Spots/Week 2	Weekdays 2	Rate \$100.00	Rating 0.00						
N 10	4	08/15/12	08/17/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--111--	:30	3	\$300.00	2	0.00 NM	3	\$900.00
		Week: 08/13/12	08/19/12	Start Date Weekdays --111--	End Date Spots/Week 3	Weekdays 3	Rate \$300.00	Rating 0.00						
N 11	4	08/15/12	08/17/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	---11--	:30	2	\$300.00	3	0.00 NM	2	\$600.00
		Week: 08/13/12	08/19/12	Start Date Weekdays ---11--	End Date Spots/Week 2	Weekdays 2	Rate \$300.00	Rating 0.00						
N 12	4	08/15/12	08/17/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	--1-1--	:30	2	\$400.00	3	0.00 NM	2	\$800.00
		Week: 08/13/12	08/19/12	Start Date Weekdays --1-1--	End Date Spots/Week 2	Weekdays 2	Rate \$400.00	Rating 0.00						
N 13	4	08/15/12	08/17/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--111--	:30	3	\$300.00	3	0.00 NM	3	\$900.00
		Week: 08/13/12	08/19/12	Start Date Weekdays --111--	End Date Spots/Week 3	Weekdays 3	Rate \$300.00	Rating 0.00						
N 14	4	08/15/12	08/17/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	--111--	:30	3	\$750.00	2	0.00 NM	3	\$2,250.00
		Week: 08/13/12	08/19/12	Start Date Weekdays --111--	End Date Spots/Week 3	Weekdays 3	Rate \$750.00	Rating 0.00						

